



## Ordinary citizens can help world's hungry billion through online UN campaign



WFP Executive Director Josette Sheeran

17 November 2009 – As the number of chronically hungry people tops one billion, the head of the United Nations World Food Programme (**WFP**) is calling on ordinary citizens to mobilize through the “Billion for a Billion” campaign to end hunger.

WFP Executive Director Josette Sheeran highlighted the campaign in a **statement** issued on the second day of the World Summit on Food Security taking place in Rome.

“Food security is not only a matter of humanitarian assistance and agricultural development; it is a matter of national security, peace and stability,” Ms. Sheeran said.

“Without food, people revolt, migrate or die. This is the emergency issue of our generation, and we stand at a critical crossroads. At this moment in time we must galvanize all nations, all people and all resources do defeat hunger.”

“A Billion for a Billion” ([www.wfp.org/1billion](http://www.wfp.org/1billion)) is an online campaign designed to make a link between the “on-line haves” and the “have nots.”

It is based on the idea that more than a billion people go hungry, but more than a billion people are on the internet.

“If everyone with plenty gave just \$1.50 or Euro1 a week, those without food would have enough to eat,” Ms. Sheeran noted.

“Together we need to make sure that the hungry eat today – and are able to feed themselves tomorrow. It’s time to act.”

### **News Tracker: past stories on this issue**

At UN food summit, Ban lays out steps to save billions from hunger